

SALESMANSHIP

Curriculum Content Frameworks

Please note: All assessment questions will be taken from the knowledge portion of these frameworks.

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Curriculum Content Frameworks

SALESMANSHIP

Grade Levels: 10,11,12
Course Code: 492440

Prerequisite: Tech Prep Foundation

Course Description: Salesmanship is a one-semester course designed to inform students about specific selling techniques and attitudes necessary to become a successful salesperson. The course focuses on serving customers and helping them make wise buying decisions. Emphasis is placed on the importance of human relations in selling, the functions performed by salespeople, development of personality traits needed by salespeople, and the buying/selling process.

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Unit 1: Introduction to Selling

Hours: 10-15

Terminology: Selling

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
1.1 Define terminology	1.1.1 Prepare a list of terms with definitions	Foundation	Reading	Applies information and concepts derived from printed materials [1.3.3] Applies/Understands technical words that pertain to subject [1.3.6]
1.2 Explain the importance of human relations in selling		Foundation	Listening	Comprehends ideas and concepts related to human relations [1.2.1]
		Interpersonal	Cultural Diversity	Works effectively with men and women from diverse backgrounds -- ethnic, social, educational, etc. [2.2.5]
1.3 Explain the importance of repeat customers		Foundation	Listening	Comprehends ideas and concepts related to repeat customers [1.2.1]
			Reading	Identifies relevant details, facts, and specifications [1.3.16]
1.4 Discuss tangible and intangible resources	1.4.1 Classify tangible and intangible resources	Foundation	Listening	Comprehends ideas and concepts related to tangible and intangible resources [1.2.1]
		Thinking	Reasoning	Uses logic to draw conclusions from available information [4.5.6]
1.5 Identify types of businesses that employ salespeople	1.5.1 Analyze local jobs available for salespeople	Foundation	Listening	Comprehends ideas and concepts related to businesses that employ salespeople [1.2.1]
		Thinking	Knowing how to Learn	Applies/Understands technical words that pertain to subject [1.3.6]
1.6 Explain the difference between a salesperson and an order	1.6.1 Compare the job duties between salespeople and order takers	Foundation	Listening	Comprehends ideas and concepts related to salespeople and order takers [1.2.1] Applies/Understands technical words that pertain to subject [1.3.6]
1.7 Discuss customer-oriented selling		Foundation	Listening	Comprehends ideas and concepts related to customer-oriented selling [1.2.1]

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce				
Knowledge		Application		Skill Group	Skill	Description
1.8	List personality traits needed by salespeople	1.8.1	Choose positive personality traits of salespeople	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
				Interpersonal	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]
1.9	Discuss what customers expect from salespeople	1.9.1	Evaluate local salespeople	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
				Interpersonal	Customer Service	Demonstrates face-to-face selling skills [2.3.3]
1.10	Identify nonselling duties	1.10.1	Distinguish between selling duties and nonselling duties	Thinking	Reasoning	Applies rules and principles to a new situation [4.5.1]
1.11	Identify the customer buying process	1.11.1	Select the five mental stages of the buying process in correct order	Foundation	Writing	Completes list accurately [1.6.7]
1.12	List in order the steps of a sale			Foundation	Writing	Organizes information in an appropriate format [1.6.10]

Unit 2: Preparing to Sell: The Pre-approach

Hours: 10-15

Terminology: Pre-approach

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce			
Knowledge		Application	Skill Group	Skill	Description	
2.1	Define terminology	2.1.1	Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to subject [1.3.6]
2.2	Cite influences on today's customers	2.2.1	Analyze influences affecting customers	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
				Interpersonal	Cultural Diversity	Recognizes differences among team members [2.2.3]
2.3	Discuss wants and needs	2.3.1	Differentiate between customer wants and needs	Foundation	Speaking	Participates in conversation, discussion, and group presentations [1.5.8]
2.4	Name the different types of customers	2.4.1	Compare the different types of customers	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
				Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]
2.5	Discuss customer buying decisions	2.5.1	Label customer buying decisions	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]
2.6	List common buying motives	2.6.1	Select appropriate buying motives for stated products	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
				Thinking	Decision Making	Demonstrates decision-making skills [4.2.4]
2.7	Discuss rational and emotional buying motives	2.7.1	Choose examples of rational and emotional buying motives	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]
2.8	Explain the difference between product buying motives and patronage buying motives			Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
				Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]
2.9	Discuss benefits of product or service knowledge	2.9.1	Choose features of a product/service that benefits customers	Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
				Thinking	Knowing how to Learn	Uses available resources to acquire new skills or improve skills [4.3.4]

Unit 3: The Steps of a Sale

Hours: 25-30

Terminology: None

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
3.1 Cite the importance of the approach		Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
		Thinking	Reasoning	Applies rules and principles to a new situation [4.5.1]
3.2 Identify types of customer approaches	3.2.1 Distinguish among approaches, using a mock situation	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]
		Interpersonal	Teamwork	Contributes to groups with ideas, suggestions, and effort [2.6.2]
3.3 Qualify customers to determine what products will best satisfy their wants and needs	3.3.1 Evaluate methods for qualifying customers	Foundation	Listening	Receives and interprets verbal messages [1.2.8]
3.4 List three types of customers		Foundation	Writing	Uses words appropriately [1.6.21]
3.5 State the purpose of the feature-benefit sales presentation	3.5.1 Distinguish between product features and benefits	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
		Thinking	Reasoning	Sees relationship between two or more ideas, objects, or situations [4.5.5]
3.6 List benefits for each product feature	3.6.1 Develop a feature-benefit chart	Foundation	Writing	Completes form accurately [1.6.7]
3.7 Explain how to make a feature-benefit sales presentation	3.7.1 Demonstrate how to make a feature-benefit sales presentation	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
		Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]
3.8 Explain the difference between customer objections and excuses		Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
3.9 List types of customer objections		Foundation	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
		Interpersonal	Cultural Diversity	Respects others' personal values, cultures, and traditions [2.2.4]

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
3.10 Name techniques for answering objections	3.10.1 Create an effective answer for customer objections to buying	Foundation Thinking	Speaking Decision Making	Applies/Uses technical terms as appropriate to audience [1.5.2] Evaluates information/data to make best decision [4.2.5]
3.11 Explain <i>closing the sale</i>	3.11.1 Demonstrate how to close a sale	Foundation	Writing	Communicates a thought, idea, or fact in written form in a clear, concise manner [1.6.6]
3.12 List techniques for closing the sale		Foundation Interpersonal	Writing Customer Service	Applies/Uses technical words and concepts [1.6.4] Applies human relations skills in real-life situations [2.3.1]
3.13 Discuss suggestive selling	3.13.1 Demonstrate suggestive selling techniques	Foundation	Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
3.14 State methods for improving selling skills		Foundation Interpersonal	Speaking Teamwork	Applies/Uses technical terms as appropriate to audience [1.5.2] Works effectively with others to reach a common goal [2.6.6]

Unit 4: Special Skill Needed for Selling

Hours: 10-15

Terminology: None

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
4.1 Name parts of a sales receipt		Foundation	Reading	Comprehends written information, and applies it to a task [1.3.8]
4.2 List types of sales transactions	4.2.1 Differentiate between types of sales transactions	Foundation	Writing	Applies data, summarizes results, and makes conclusions [1.6.2]
		Thinking	Decision Making	Evaluates information/data to make best decision [4.2.5]
4.3 State the purpose of a cash register		Foundation	Speaking	Organizes ideas, and communicates oral messages to listeners [1.5.7]
4.4 Identify methods for handling money	4.4.1 Calculate correct change	Thinking	Decision Making	Comprehends ideas and concepts related to methods for handling money [4.2.2]
4.5 Identify methods of shoplifting		Thinking	Problem Solving	Recognizes/Defines problem [4.4.8]
4.6 Explain the concept of money manipulators	4.6.1 Evaluate the impact of money manipulators	Foundation	Speaking	Organizes ideas, and communicates oral messages to listeners [1.5.7]
		Personal Management	Integrity/Honesty/Work Ethic	Chooses ethical course of action [3.2.1]
4.7 List sales supporting duties		Foundation	Writing	Applies/Uses technical words and concepts [1.6.4]
		Personal Management	Integrity/Honesty/Work Ethic	Describes desirable worker characteristics [3.2.3]

Unit 5: Your Future in Selling

Hours: 5-10

Terminology: None

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do			ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application		Skill Group	Skill	Description
5.1 Explain how to get a selling job	5.1.1	Create a letter of application	Foundation	Writing	Organizes information in an appropriate form [1.6.10]
5.2 List tips on how to succeed in a new sales job	5.2.1	Assess skills needed for success in a sales job	Foundation	Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
			Personal Management	Self-esteem	Identifies personality assets [3.5.6]
5.3 Discuss entrepreneurship	5.3.1	Evaluate the advantages and disadvantages of owning your own business	Foundation	Reading	Applies/Understands technical words that pertain to subject [1.3.6]
			Thinking	Decision Making	Identifies pros and cons to assist in decision-making process [4.2.7]

Glossary

Unit 1: Introduction to Selling

1. Selling – the process of explaining how a product or service will benefit customers and meet their needs

Unit 2: Preparing to Sell: The Pre-approach

1. Pre-approach – the initial contact with a prospect

Unit 3: The Steps of a Sale

No terminology for this unit

Unit 4: Special Skill Needed for Selling

No terminology for this unit

Unit 5: Your Future in Selling

No terminology for this unit